WE MISS YOU, BUT IT’S OK!

We noticed you haven’t been riding and logging your commutes at ShareTheRideNC.org, and that’s ok. We know things are difficult at this point and your work schedules have changed.

Telework is the best green non-trip. For those of you practicing social distancing by teleworking, we encourage you to log those via ShareTheRideNC.org. We are offering extra points to those who log telework trips so that you become eligible for prizes FASTER!

We appreciate you staying healthy and safe during this challenging time and want to say “Thanks!” for doing so.

WE WANT TO HEAR FROM YOU!

We want these newsletters to be helpful and informative for you, so we want to hear your feedback! Please fill out THIS SURVEY and let us know how you feel. Have more to say? Please email ETCInterest@charlottenc.gov.
DON'T FORGET TO BE RECOGNIZED FOR YOUR HARD WORK IN TRANSPORTATION!

BEST WORKPLACES

MODE MAKERS

 EMPLOYER RECOGNITION PROGRAM

silver +
- Have minimum 10% non-drive alone commute trips
- Provide (5) transportation benefits from list below

bronze +
- (1) Onsite transportation event annually
- Include transportation information onsite
- Provide (3) transportation benefits from list below

- List of Transportation Benefits -
Emergency Ride Home | Ridematching | Onsite Lockers or Showers | Secure Bike Parking | Bikeshare Program | Transit Subsidy | Telework Program | Transportation Information Kiosk | Onsite Shuttle | Shared Onsite Vehicle | Onsite Childcare
- or other equivalent benefits -

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Need more information? VISIT HERE.
Due to COVID-19, many employees are working from home, or in other words, teleworking. This may be new to many of your employees and may lead them to reevaluate their commute – especially when they start to return to the office.

In the U.S., the average, one-way commute time is 26.1 minutes, according to the U.S. Census Bureau. If you commute to a full-time, 5-day-a-week job, roundtrip that adds up to 4.35 hours a week and over 200 hours (nearly nine days) per year. However, we know in the Greater Charlotte area, which is a sprawling community, the commute time each way can be much longer. When the commute is painful, it can create turnover within your organization. Gone are the days of out-compensating your competition, but now potential and current employees ranked their commute as the third component of job selection or retention, according to Scoop.

Now is the time to start evaluating and addressing the commute’s impact on your employees:

1. **Understand Your People**
   - **Money**: Financial incentive (to switch modes) has to be consistent and made clear
   - **Flexibility**: Both around when they work and how they get there
   - **Help**: Provide guidance on how to commute better

2. **Equip Your Managers**
   - **Help Your Manager**: Teach managers how to spot warning signs of commute-related attrition – i.e. suddenly requesting to work from home, working from home more often, or changing their working hours to accommodate increased congestion
   - **Engage HR/People Ops**: Facilitate manager training/development to learn how to have these conversations

3. **Review Offerings**
   - **Set Measurable Goals**: Identify common objectives to benchmark progress. Share The Ride NC can be a great resource for tracking these goals
   - **Take A Portfolio Approach**: Diverse offerings for the majority of your workforce.
   - **Back Up Evaluation Criteria With Data**: Talent analytics, pulse and annual surveys

Remember that the average attrition rate for the average organization is about 15 percent and of that 15 percent, 26 percent of that is directly related to the commute, which can ultimately lead to high turnover costs.

Need help with this? We’re here for you! Contact us at ETCInterest@charlottenc.gov.

Become an ETC Partner

Interested in becoming an ETC partner and learning how your company can earn discounts on CATS passes? Contact ETCInterest@charlottenc.gov.

Stay informed and up to date about what’s going on at CATS. Let us know your feedback!

@CATSRideTransit /CharlotteAreaTransitSystem

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